FRIDAY NEWS

The official newsletter of St James CE Primary School

6TH NOVEMBER 2026



WORSHIP PLAY

We are excited to be developing Worship Play at St James, an innovative, inclusive approach to collective worship that lets children explore their faith through sensory experiences, creativity, and play.

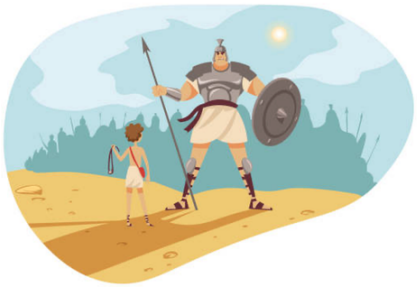
Worship Play gives children opportunities to explore Bible stories, reflect, ask questions, and connect with God and the world around them. Through sensory trays, interactive resources, storytelling and hands-on activities, children can engage with worship in a way that is meaningful to them.

Our aim is to ensure that every child feels included, valued and able to participate, particularly those who may find traditional whole-school worship challenging. We are also developing opportunities for children to take on leadership roles as our Worship Play Experts, helping to plan and lead activities for their peers.

This exciting initiative reflects our commitment to ensuring that every child has the opportunity to explore faith, develop their spirituality and experience a real sense of belonging.

STARS OF THE WEEK

Reception - Adelaide M
Class 3 - Wrehn L
Class 4 - Kyla C
Class 5 - Ayomide O
Class 6 - Emmanuel
Class 7 - Eva-Rose S
Class 8 - Lucas R
Class 9 - Hammad I
Class 10 - Alicia K
Class 11 - Joshua D



VISION AWARD

Reception - Aayan A
Class 3 - Ara A
Class 4 - Ralph D
Class 5 - Yusuf A
Class 6 - Nora C
Class 7 - Moeed I
Class 8 - Scarlett S
Class 9 - Rosie E
Class 10 - Souhaita L
Class 11 - Sarosh A

"With God, there is no limit to what you can do. There is no obstacle you can't overcome. Through Him all things are possible." (Matthew 19:26)



Children In Need: Friday, 13th November

Children can wear non-uniform for a small donation of 50p.

THINGS COMING UP

WB 9th November - Parent Consultations - phone calls. Please sign up to Class Dojo as appointments will be made via this.
Tuesday 10th November - Reception Stay & Learn @ 2:15 pm
Wednesday 11th November - Class 11 Remembrance Assembly @ 2:45 pm
Friday 13th November - Trust Service for Year 5 & 6 at Bolton Parish Church
Friday 13th November - Children In Need (Non-uniform)

Monday 16th November - Swimming lessons start for Years 3 and 5. Information letters will go out soon.
WB 16th November - Anti-Bullying Week
Monday 16th November - Odd Socks Day

Wednesday 25th November - Worship Play Super Learning Day

Tuesday 1st December - Cafe Church @ 3:30 pm



Don't forget to book your parent consultation appointment.

CHRISTMAS EVENTS

Reception Nativity - 8th December - 9:30 am

KS1 Candlelight Services - 8th December - 2:15 pm & 9th December - 9:30 am.

Pop-up Nativity for Nursery - 17th December

KS2 Christmas Carols & Coffee Morning - 18th December - 9 am

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Gold Scroll

Perfect O

Willow O

Amelia Br

Philip O

Nyrah N

Eva-Rose S

Sienna T

Renae L

Tobi-Jaye B

Harrison HF

Milena P

Toby S

Kyla C

Humayl H

Jaiden T

Renesmae S

MOBILE PHONES

Mobile phones have become a huge part of young people's everyday lives, but new restrictions on their use in schools and proposed restrictions on social media are changing how children and young people can use them. This guide explores mobile phones, their use by young people, what the evidence tells us, the current and future legal position, and what parents and educators should do.

What are the risks?

MENTAL HEALTH AND WELLBEING

The relationship between smartphone and social media use and young people's mental health is complex, and evidence does not establish a simple cause-and-effect relationship. Some researchers and commentators, however, including Jonathan Haidt, author of The Anxious Generation, argue that increased smartphone and social media use may be contributing to poorer mental health and wellbeing among young people.

LEARNING AND ATTENTION

Mobile phones can distract pupils from learning and make it harder to maintain attention and concentration. Research suggests that learning and attention have improved in schools that already prohibited mobile phone use, particularly among pupils with lower prior attainment. Now that the DfE's guidance on mobile phones is statutory, schools should ensure that the whole-school community understands and follows their policy, while monitoring how effectively it is implemented.

HARMFUL CONTENT AND BULLYING

Mobile phones can be a means of extending peer conflict from the community into schools and from schools back into the community. They also provide easy access to harmful and inappropriate content, including content that is sexually explicit, promotes self-harm or eating disorders, or is violent in nature. Exposure to this content can negatively affect children's mental health and wellbeing, potentially increasing the support they require from schools, parents, and support services.

EXCESSIVE SCREEN TIME

Ofcom research found that 13- to 14-year-olds spend an average of 4 hours 19 minutes online each day across smartphones, tablets, and computers. However, there is considerable variation between children, with some spending significantly more or less time online. Excessive screen time can contribute to disrupted sleep and fragmented attention, both of which can negatively affect children's mental health and wellbeing.

The current and upcoming rules

SCHOOL BANS

As of 1 September 2026, schools are expected to be phone-free environments by default, with any exceptions limited to specific circumstances. Schools can decide how best to implement this. For example, some may provide secure storage or collect phones at the beginning of the school day, while others may prohibit pupils from bringing them onto school premises altogether. Schools can also confiscate mobile phones in line with their behaviour policy, while searches for prohibited phones must follow the relevant legal requirements.

REASONABLE ADJUSTMENTS

Schools should make reasonable adjustments where necessary for disabled pupils and may allow exceptions in other circumstances, including where mobile phone use is necessary to support a medical condition or an identified need. For example, a pupil with diabetes may use a continuous glucose monitor linked to their mobile phone to monitor their blood sugar levels. Schools may also make adaptations where mobile phone use provides agreed support for pupils with SEND. Any exceptions should be clearly reflected in the school's policies and procedures.

ONLINE SAFETY ACT 2023 AND 2026 PROPOSALS

Platforms are required to protect children from harmful content and use age checks to prevent children from accessing pornography and certain other types of harmful content. In June 2026, the government announced that it intends to stop social media companies offering services to under-16s. These restrictions are expected to be introduced in spring 2027, but the precise scope and rules have not yet been confirmed.

WHAT SHOULD YOU DO?

While there is ongoing debate about the relationship between smartphones, social media and young people's mental health, there are steps that parents and educators can take to help reduce the potential risks associated with their use:

1. Delay smartphones. Consider waiting until a child is 14 before giving them a smartphone. Where a child needs a device to contact family, a basic phone may be an alternative.
2. Delay social media. Consider delaying access to social media until the age of 16.
3. Support phone-free schools. Parents, pupils, and staff should understand and support the school's approach to mobile phones.
4. Encourage screen-free activities. Promote independent and outdoor play, alongside other activities that give children opportunities to socialise and spend time away from screens.

Meet Our Expert

Mark Emmerson OBE, CEO – City of London Academies Trust. With nearly 45 years' experience in inner-city education, including 26 years in senior leadership roles, Mark was an early advocate for tackling the risks of mobile phones in schools, introducing a ban as headteacher in 2000. He has also served as a national DfE adviser and held local authority roles, consistently driving improvements in pupil outcomes and Ofsted judgements, particularly in disadvantaged communities.



#WakeUpWednesday®

The National College®

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At The National College, our #WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

ADVERTISEMENTS AIMED AT CHILDREN

WHAT ARE THE RISKS?

Children are particularly vulnerable to the persuasive effects of advertising because of their still-developing critical thinking and impulse control skills. Children are regularly and passively exposed to advertising online, whether through influencers, paid advertisements, or sponsored content. Although 92% of 12–17-year-olds felt confident recognising online advertising, only 37% correctly identified sponsored adverts in search results.

INFLUENCER MARKETING

Influencers are an increasingly prominent part of children's online experiences, with four in ten 3–17 year olds who watch online videos reporting that they watch influencer content as entertainment. Influencers can appear credible, relatable, trustworthy and aspirational. Although seven in ten 12–17 year olds recognised a paid partnership, some believed products were promoted because influencers liked or thought they were 'cool'.

PARENTAL PRESSURE TO PURCHASE

Children's exposure to online advertising can pressure parents to buy products they see advertised. When told no, children may feel upset, treated unfairly or left out when comparing themselves with peers. With children potentially seeing up to 40,000 adverts a year, parents cannot meet every request. This can lead to arguments and put strain on family relationships.

UNREALISTIC EXPECTATIONS

Advertising often focuses on the positive effects of a product, which can create unrealistic expectations among young people. Children may be particularly susceptible to these claims when they do not recognise the persuasive intent behind them. They may be more likely to believe that a cream will 'transform' their skin, clothing will help them fit in, or protein powders will quickly build muscle. Repeated exposure to adverts such as beauty content can normalise unrealistic expectations and create material dissatisfaction or body image concerns.

HARMFUL ADVERTISING

Children can encounter online advertising through games, videos, social media and links, meaning they may see content that is inappropriate for their age. This can include products or messages that influence attitudes towards body image, health or behaviours such as gambling. Repeated exposure to beauty content can normalise adult-oriented beauty routines and psychological pressure.

UNINTENDED PURCHASES

Online advertising can encourage young people to make purchases. Ofcom found that 58% of 8–17 year olds had spent money online, with 27% saying adverts encouraged them to spend and 22% influenced by influencer content. Despite this, a third of the children regretted an in-game purchase, while almost half said they were unclear about what they were buying. This can lead to children spending more than intended or making purchases without fully understanding the cost or product, adding pressure on parents to spend.

LACK OF ADVERTISING TRANSPARENCY

Advertising is not always obvious to children, particularly when influencers promote brands, products or services without clearly stating that it is an advert, or when advertising is embedded within entertaining content and uses positive language. Children may not realise that the adverts are promoting something, making the recommendation seem more trustworthy and more influential.

Advice for Parents & Educators

TEACH CHILDREN HOW TO SPOT ADS

Help children to recognise when content is trying to sell them something. Teach them to look for signs such as '#ad', 'sponsored', 'paid partnership' as well as promo codes or product links attached. Explain to your child that these adverts can be embedded within videos, social media posts, games or influencer posts and are not always obvious to identify. Helping children recognise these advertisements can make them less likely to be influenced by them.

ENSURE PAYMENT DETAILS ARE LOCKED DOWN

Avoid saving your bank card details on children's devices, games or apps wherever possible. This can help reduce the risk of children making accidental or impulsive purchases following seeing an advert. Check the purchasing settings on games and social media accounts and use parental controls or purchase approval settings where possible. Talk to your child about the importance of asking before making a purchase online.

DEVELOP CRITICAL THINKING SKILLS

It is important to encourage children to question what they see online rather than automatically believing it. Encourage them to stop and think before clicking. Have them ask themselves, 'Why am I seeing this?' and 'What are they trying to get me to want/buy?'. Remind them that adverts and influencers only highlight the positive aspects of a product. By developing these skills, children will begin to recognise, question, and respond to manipulative marketing practices.

ENCOURAGE OPEN COMMUNICATION

While it is important to set age restrictions on games and social media, inappropriate adverts can still slip through. Talk regularly with your child about adverts or influencer content they see online. Open communication makes it easier for your child to come to you if they have any questions about products or inappropriate content. It also helps you understand what your child is being exposed to online and where they may need support.

Meet Our Expert

Dr. Claire Sutherland is an education consultant and digital safety expert, with a background in primary teaching. She combines her PhD research in cyberbullying with hands-on experience, delivering impactful digital wellbeing workshops and policies for schools across Australia and now in the UK.



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